

Notice of References Cited	Application/Control No. 09/782,149	Applicant(s)/Patent Under Reexamination LEE, YUNG-SEOP	
	Examiner Peter Choi	Art Unit 3623	Page 1 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,604,084	08-2003	Powers et al.	705/11
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Hughes, Arthur M. □□Making Your Database Pay Off Using Recency Frequency and Monetary Analysis. 07 Mar. 2000. Database Marketing Institute. 29 Dec. 2004< http://web.archive.org/web/20000307195831/http://dbmarketing.com/articles/Art104.htm >.
	V	Hughes, Arthur M. □□Making Profits with What is Already in Your Database. 18 Jan. 2000. □□Database Marketing Institute. 29 Dec. 2004□□< http://web.archive.org/web/20000118200419/http://dbmarketing.com/articles/Art126.htm >.
	W	Hughes, Arthur M.□□Quick Profits with RFM Analysis. 08 Feb. 1999. □□Database Marketing Institute. 29 Dec. 2004 < http://web.archive.org/web/19990208211536/www.dbmarketing.com/articles/rfmtree.htm >.
	X	Gilyeat, Ian R., and Arthur M. Hughes.□□ Database Marketing Drives New Corporate Strategy. 18 Jan. 2000. □□Database Marketing Institute. 29 Dec. 2004□□< http://web.archive.org/web/20000118045659/http://dbmarketing.com/articles/Art178.htm >.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Notice of References Cited	Application/Control No. 09/782,149	Applicant(s)/Patent Under Reexamination LEE, YUNG-SEOP	
	Examiner Peter Choi	Art Unit 3623	Page 2 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Database Marketing Institute Software. 03 Feb. 1999. □□Database Marketing Institute.29 Dec. 2004 < http://web.archive.org/web/19990203011752/www.dbmarketing.com/ams.html >.
	V	Weber, Alan. □□Building a Customer Value Index. 18 Jan. 2000.□□Database Marketing Institute. 29 Dec. 2004 < http://web.archive.org/web/20000118093527/http://dbmarketing.com/articles/Art162.htm >.
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.